



# Minutes

**Title of meeting:** Alcohol Leadership Board meeting

**Date:** Friday 13 July 2018

**Time:** 10:30am – 12:30pm

**Venue:** XXXX

**Attendees (see Appendix A):**

## 1. Apologies and introduction

XXXX and XXXX welcomed all to the meeting.

XXXX welcomed members to the meeting, including those joining by phone.

## 2. Matters arising from the last meeting (26 April 2018)

The minutes were agreed from the last meeting.

## 3. Treatment – Fall in numbers of adults in alcohol treatment

XXXX spoke to XXXX presentation, attached, on the PHE enquiry into the fall in numbers for alcohol only treatment. The main causes of the fall appear to stem from service reconfiguration and budget reductions.

A range of recommendations will be included in the report to be published in the near future.

**Action: XXXX to check whether where numbers in alcohol treatment had fallen had the numbers in drug treatment increased and report to the Board.**

## 4. Secondary alcohol care services

XXXX spoke to XXXX presentation, attached. FOI note: no presentation is attached. A key finding was that the vast majority of general hospitals have an alcohol care team, the task is now to ensure the quality and effectiveness of services. PHE has produced guidance to support the development of pathways for referring patients from secondary care to specialist alcohol treatment.

XXXX dialed into the meeting but due to technical issues was not able to join discussion, but subsequently made the point that it could be helpful to target local place based professional leaders to ensure they are aware of secondary care alcohol services in their area.

**Action: At XXXX request XXXX to present at a future Chief Nursing Officer (CNO) meeting (CNO, Directors of Nursing for NHSE, NHSi, HEE, and PHE) and/or the Federation of Nurse Leaders.**

## **5. Alcohol Strategy**

XXXX

## **6. PHE social marketing campaign**

XXXX the collaboration between PHE and Drinkaware on an upcoming campaign "Drinkfree Days". XXXX and XXXX from PHEXXXX presented in more detail, presentation attached. FOI note: no presentation is attached.

Discussion focused on the implications of collaboration between PHE and Drinkaware which XXXX explained as a pragmatic solution that communicates the health risks for alcohol consumption, promotes the CMOs' advice to mitigate the risk, supports drinkers to change their behaviour, and it benefits from Drinkaware's campaign funding. The campaign design targets male and female mid-lifers who are increasing and higher risk drinkers to moderate their drinking through taking days off alcohol each week. The campaign will be a Drinkaware/One You branded.

The majority of Board members expressed concern and disappointment that PHE are partnering with Drinkaware, which they saw as raising the risk of reputational damage to PHE and the meeting was extended by 30 minutes for a fuller discussion. Concern was raised on how industry may use this campaign to hold off more impactful and evidence based policies as well as the impact on the credibility of the One You brand. It was further suggested that consideration should be given to removing One You from the campaign. Members also questioned why the Leadership Board were being consulted at such a late stage. XXXX undertook to write to Duncan Selbie to raise the concerns of Board members as expressed in the meeting. It was noted that PHE's communications team is linking with Drinkaware to work up launch plans. Evaluation plans were also discussed, with Board members emphasising the need for it to be independent and undertaken by a credible academic source. It was suggest any evaluation should also look at how the campaign is used by different actors and the reputational impact on PHE.

**Action: XXXX on behalf of the Board to write to Duncan Selbie about PHE's collaboration with Drinkaware.**

A specific issue was raised of how to deal with the studies that suggest, plus the public perceptions, that alcohol can be good for the heart, which has the potential to be at odds with the campaign.

**Action: XXXX to explore how to test for this in the tracking research that PHE will be conducting.**

## **7. Children of alcohol dependent parents**

Due to time restraints XXXX briefly introduced the children of alcohol dependent parents work stream and agreed to circulate the presentation XXXX and XXXX were due to present.

**Action: XXXX to email XXXX presentation to the Board**

**Action: XXXX, XXXX and XXXX have discussed the possibilities of future involvement of XXXX, Maternity & Early Years Directorate (NME) in this programme. NME work with similar stakeholders and are very keen to align efforts. Agreed and a meeting will be arranged.**

## **Appendix A**

### **Attendees of the Alcohol Leadership Board**

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